

AMENDMENTS TO THE SPECIFICATION:

Please replace paragraph [51] on page 15 with the following amended paragraph:

[51] Instead of product information, the broadcast may include an icon image which can be used with URL-information provided products and entry information of infra-coded or still picture in which position information about coordinates at which a URL-information provided products are present as marked or highlighted (e.g., ~~310~~) in the infra-coded or still picture. Therefore, the information memory 19 can be able to store URL information, product codes, and various product-related information or the like, other than PSI and EPG.

Please replace paragraph [62] on pages 19-20 with the following amended paragraph:

[62] Figure 10 shows another preferred embodiment, in which URL information and other information can be accessed through reading of specific coordinates of a screen when product item coordinates are known coordinates on a screen of an infra-coded or still picture. For the viewer's convenience, it is preferable that the broadcasting station provides an additional still picture in which an area around a product item where the product information is linked through a highlighted or a marked area. Figure 11 is an example of a still picture constructed according to this method. In Figure 11, an area around a product item is arrow-marked [[110]] 105 and if that area is accessed through the specific coordinates of the area, then information can be accessed.